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Professor

Class

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Successful Marketing Strategies

Many businesses believe that referrals are enough to build their business (Klausner). However, that is no longer true with many businesses online and not a brick and mortar only business. Fewer people look for the answer to their needs in the phone book or local shopping center. More people each day will search online for their shopping and business needs making marketers look at a variety of strategies. The strategies vary and not every strategy will work for all business. The first task one must do is understand their target market and how the marketing strategy relates to their target market.

What one must do is begin with the basics. Write out a marketing strategy and that begins with you detailing your specific activities you plan on doing (Klausner). What is your product and how are you going to sell it is the first two questions to ask yourself. If you are unable to answer this question how are you going to tell others what you do or sell, you cannot. Once you identify what you are selling find out who you are selling to, your target audience. You have to find what your niche is. You cannot simply say, everyone. Do you have a product or service that will revolutionize the stay at home mothers, young professionals, retirees; you have to figure out who will most want your product.

Perhaps the hardest part is identifying the key point indicators (KPI) you will use to measure the success or lack of success of your marketing efforts. How do you know your target market is reached by your efforts is the question you ask to develop your KPI. You may count

Twitter mentions, new followers, and retweets as one KPI. You may use your analytics on your website to determine if you will have enough traffic to your site based on your marketing efforts. Whatever tools and indicators you find useful and accurate will help you track your success.

It is essential that you understand that not every marketing plan goes as planned. One must remain flexible and focus on the end result and adjust how to get there as needed. Often setting a range of dates for recurring tasks is more successful than close of business on a set day each month. Holidays are one factor that messes up any good plan as are sick days, bad weather, and more urgent tasks in your day, week or month. Setting a range of days to complete this each month allows for life to happen.

One of the more difficult tasks is to assign the marketing tasks to an appropriate person and monitor their work. Many people struggle with handing over the work to someone else and let them do the tasks. Once you hand it over, you must let them work on the tasks with deadlines, resources they need, and clear instructions with benchmarks. If the tasks happen as scheduled then the evidence comes in the way of new clients. The opposite is true, if the work is not completed on time and in a quality manner, you will not see new clients come your way.

A successful marketing strategy requires you to know what you are doing, when, and who receives your efforts. This is far more important than what social media tool you should use. A variety of tools will always bring better results as long as you do not have too many and spread yourself too thin.

Works Cited

Klausner, Andrew. *Creating a Successful Marketing Strategy*. Forbes, July 18, 2013. Web.

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